

TOMORROW PICTURE NO. 1



IN THE
\$1200.00
Times-Dispatch's
BOOKLOVERS' CONTEST

To-Morrow Booklovers' Contest Picture No. 1 Will Appear in The Times-Dispatch's \$1200.00 Free Game. It Will Be the First of a Series of Seventy-seven Pictures, One of Which Will Appear Each Day for Seventy-seven Days. Each Picture Will Represent the Title of a Book and Those Most Successful in Naming the Seventy-seven Book Titles That the Seventy-seven Pictures Represent Will Be Awarded the Following Prizes:

HERE ARE THE PRIZES
\$1200.00
IN GOLD

Divided Into Fifty Different Awards



Third Prize is \$150 in Gold. Fourth Prize is \$100 in Gold. Fifth Prize is \$50 in Gold. Sixth Prize is \$50 in Gold. Seventh, Eighth, Ninth and Tenth Prizes are \$25 each in Gold. Eleventh to Twentieth Prizes are \$10 each in Gold. Twenty-first to Fiftieth Prizes are \$5.00 each in Gold.

*Get Your Slice of This Fortune
in Awards.*

This Is the Way to Win

Clip Picture No. 1 from THE TIMES-DISPATCH TO-MORROW, solve it, and write your solution on the coupon beneath the picture. Then file the picture away. Do the same with Picture No. 2, and with all the 77 pictures as they appear. Do not send in any pictures until all the 77 have appeared. Then send them ALL in together.

This contest need not cost you one cent if you get the pictures from The Times-Dispatch as they appear. Yet think of the remarkable awards The Times-Dispatch will give to those who come closest to naming the 77 correct titles.

No literary education whatever is required. In a similar contest, conducted some time ago in a large Eastern city, a policeman, with only a primary education, won first prize, for he used his common sense in solving the pictures. That is all you need. As the contest progresses we will explain in detail how YOU can win by using only your native shrewdness. Nothing more is required.

Get The Times-Dispatch Every Day

The only requirement in this game is that you submit a full set of ALL the 77 pictures. Incomplete sets will not be accepted under any conditions. Do not miss a picture, therefore. Arrange to get The Times-Dispatch regularly. Then the picture will come to your door each day without fail. And do you know that the cost of the paper, per copy, if you subscribe, is LESS than if you buy it day by day on the street.

The Times-Dispatch is now compiling a list of about 5,000 book titles, from which will be selected the 77 titles which the 77 pictures will be drawn to represent. This catalog will be offered to the public shortly.

Start With Picture No. 1---Get The Times-Dispatch To-Morrow.

HERE ARE THE RULES.

The contest is open to all the readers of this paper. Only Times-Dispatch employees and members of their families are barred. Daily for 77 days will be published in The Times-Dispatch a picture representing the title of a book, one each day. Beneath this picture will be a coupon to fill in with the name of the book and the author, together with the name and address of entrant.

Cut out the picture and coupon, filling in the book title and author's name, writing your name and address neatly and plainly in the place provided.

No restrictions are placed on the manner in which answers to pictures are secured. Each picture represents the title of one book only. If you are not certain of your solution you may send in one to ten answers to the picture. NO MORE THAN TEN ANSWERS WILL BE ACCEPTED TO A PICTURE. Incorrect answers will not count against contestant if correct answer is also given. And put one answer to each picture and coupon. Extra coupons must be secured and used for extra answers. All answers to each picture must be kept together in compiling your set.

Additional pictures and coupons may be obtained at The Times-Dispatch office, by mail or by person. Answers will not be accepted unless they are properly filled out on the coupons appearing beneath each picture. It is necessary that pictures be sent in with the answers in order that all answers may be uniform.

When you have all 77 answers, fasten them together and bring them or mail them in a neat flat package—not folded or rolled—to The Times-Dispatch office, addressed "BOOKLOVERS' CONTEST EDITOR." Prizes will be awarded contestants sending in the largest

number of correct solutions. In the event of two or more persons having the same number of correct solutions, the person using the smallest number of extra coupons on the set of answers will be declared the winner. In the event of two or more persons having the same number of correct solutions, and using the same number of coupons, an equal interest in the prizes tied for will be given to each of the tying contestants, or the persons involved in the tie may choose any one of the lesser prizes.

More than one prize will not be awarded to any one family at one address, but each member of the family may enter the contest and submit a complete set.

Only one complete set (comprising not more than ten answers to any one picture) of answers may be submitted by a contestant. Awards will be made strictly according to the merit of each separate list. The names of more than one person must not be written on any one coupon.

All answers will be considered on their merits. The first set filed will have no preference over the last set filed; provided only that answers must be filed within the time specified after the last picture has appeared.

The awards will be made by the Contest Editor and three well-known citizens whose names will be announced later.

The correct answers to the series of pictures will be filed with a local trust company or bank previous to the close of the contest.

Entry to the contest may be made at any time. All communications or letters of inquiry concerning the contest should be addressed to the Booklovers' Contest Editor, The Times-Dispatch.

The principal features in connection with this contest are copyrighted by the Booklovers' Contest Co., San Francisco, Cal.

No Soliciting. No Canvassing. Just a Game of Solving Pictures.